

## Message Text

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ACTION CU-03

INFO OCT-01 ARA-06 ISO-00 PA-01 PRS-01 /012 W

----- 109617

R 121500Z JUL 76

FM AMEMBASSY SANTIAGO

TO USIA WASHDC

INFO SECSTATE WASHDC 0252

C O N F I D E N T I A L SANTIAGO 6725

USIAC

FOR IMV, IOP, ILA

EO 11652: GDS

TAGS: N/A

SUBJECT: SALUTE BY SATELLITE

REF: USIA 21102

1. SALUTE BY SATELLITE SHOW NOT REPEAT NOT USED AS PROGRAM BY CHILEAN NATIONAL TV, DESPITE EARLIER AGREEMENTS, APPARENTLY AS DEMONSTRATION OF DISPLEASURE WITH USG OVER CUTS IN ASSISTANCE.

2. STATION PICKED UP BROADCAST WITH GOOD SIGNALS AT 2400 GMT AS SCHEDULED, AND HAD TOLD AIO THAT IT PLANNED TO RUN PROGRAM AS LEAD-IN TO ITS NIGHTLY NEWS SHOW AT 0100 GMT. AIO PRESENT AT STATION WHEN SATELLITE BROADCAST RECEIVED, IN ORDER RECORD IT ON POST'S HALF-INCH EQUIPMENT AS WELL.

3. NATIONAL TV THEN PROCEEDED TO USE SATELLITE SALUTE AS STOCK FOOTAGE, USING SOME SIX MINUTES (SCENES OF CELEBRATIONS IN U.S. AND TALL-MASTED SAILING SHIPS) IN TWO SEGMENTS OF NEWS, WITH NO MENTION OF SPECIAL NATURE OF PROGRAM.

4. AIO, WHO HAD RETURNED TO EMBASSY TO PICK UP AND RETRANSMIT VOA BROADCAST TO SANTIAGO RADIO STATIONS, IMMEDIATELY CALLED TO DEMAND EXPLANATION. PRESS SUPERVISOR ON DUTY AT NATIONAL

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TV CLAIMED HIS INSTRUCTIONS WERE TO USE SHOW THUSLY.

5. LATER EXPLANATIONS BY TOP STATION EXECUTIVES WERE THAT THEY UNAWARE ANY AGREEMENT TO USE PROGRAM AS WHOLE (COMMENT: UNTRUE, BASED ON NUMEROUS CONVERSATIONS IN PRECEDING WEEKS), THAT THEY DID NOT WANT "TO BORE AUDIENCE", AND THAT THEY ASSUMED USG MORE INTERESTED IN DISSEMINATION OF PROGRAM'S CONTENT RATHER THAN ITS FORM.

6. ON MONDAY, JULY 5, STATION USED FORD, ROCKEFELLER SEGMENTS OF SATELLITE SALUTE, AGAIN WITHOUT MENTIONING PROGRAM ITSELF.

7. NUMBER TWO MAN AT NATIONAL TV TOLD AIO ON CONFIDENTIAL BASIS, JULY 8, THAT DECISION NOT TO USE SALUTE BY SATELLITE BASED IN FACT ON POLITICAL REASONS. HE SAID NO SPECIFIC INSTRUCTIONS WERE RECEIVED FROM GOC, BUT THAT STATION IS "SENSITIVE TO FEELINGS OF GOVERNMENT" AND GIVEN "COOLNESS OF RELATIONS" BETWEEN TWO GOVERNMENTS AT THIS POINT, DECIDED NOT TO USE PROGRAM.

8. STATION EXECUTIVE CLAIMED THAT IF RELATIONS BETWEEN U.S. AND CHILE WERE GOOD, NATIONAL TV WOULD HAVE BROADCAST BICENTENNIAL MATERIAL "24 HOURS STRAIGHT," BUT THAT STATION DID NOT SEE NEED TO GO OUT OF ITS WAY TO CELEBRATE ANNIVERSARY OF NATION WHICH "UNFRIENDLY."

9. DESPITE NON-USE IN CHILE, SALUTE BY SATELLITE VERY WELL DONE, REFLECTING ENORMOUS EFFORT ON PART OF IMV. WISH TO EXPRESS OUR CONGRATULATIONS AND REGRET CHILEANS UNABLE VIEW ENTIRE PROGRAM.  
BELL

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** POLICIES, FOREIGN RELATIONS, TELEVISION BROADCASTING, INDEPENDENCE CELEBRATIONS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 JUL 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** CunninFX  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
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**Disposition Remarks:**  
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**Enclosure:** n/a  
**Executive Order:** GS  
**Errors:** N/A  
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**Subject:** SALUTE BY SATELLITE  
**TAGS:** SCUL, PFOR, PDEV, CI, US  
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